



UNSUNG HEROES OF THE CASINO INDUSTRY

Gaming views served with cookies and cream

Watching a movie is always entertaining. At the movie theater, at home or 'in-the-go' on tablets and smartphones., most of us, turn the channel or turn off the system in use as soon as 'The End' letters show up or a significant amount of names start to appear on the screen. Many of us have never read the complete list of credits (*why waist 10-15 minutes right?!).* You guessed it, that long list of actors, directors, producers, photography, musicians, songwriters, costume,...even accountants, 'key grippers', assistants and secretaries are mentioned. Yes, as you might guess, this is the result of unions and guilds but, how well do they feel when their **achievements are recognized.**

In the casino industry we hear about the Managers, Directors of Operations, Marketers,



Host/Hostess, Pit Bosses, Floormen,...sometimes we hear conversations and discussions about dealers and supervisors and every once in a while even the CFO gets some 'credits' (*or the opposite if you erroneously feel like many who blame 'bean counters' for damaging the industry, that is!!).* But what about some **real unsung heroes who do their daily jobs and, without them, I am not so sure casinos will truly make it long.**

Here are a few of them:

- ✓ **INFORMATION TECHNOLOGY (IT).** They are also called 'geeks' but everyone in the casino from Pit Boss up knows them and calls them every time they do not even know how to reset a computer or the screen they are looking at does not show what they were looking for or expected. Management is always looking for that 'piece of data' from them and I guess they have lots of control but, with the advance in technology, big data and analytics, IT has become indispensable.
- ✓ **TECHNICIAN.** You see them around and some of them are familiar faces in the floor. They know almost every one, but hardly speak to them (*they might get fired by some paranoid managers!!).* They are called as soon as a machine gets tilted or stops working or when floor personnel cannot satisfactorily resolve the demands of client about bills jams, unissued credits, unprinted tickets,...But they are also called when the auto-shufflers do not work or gets jammed, or when some electronic equipment does not work properly or when the sound is not adequate. Again, with casinos depending more and more on technology products, technicians are in!
- ✓ **SURVEILLANCE.** Surveillance is well recognized as a very important and vital part of the casino but, let us be honest on this, surveillance operators are not talked about too much to come to front light. Yet, we blame them when things cannot be clearly distinguished, something went unnoticed or when a fraud or scam occurs undetected. They do become heroes when they detect a fraud scheme!! Surveillance is needed in this industry!!
- ✓ **SECURITY.** Depending on your jurisdiction, they might be as identifiable as a policeman or as distinguishable as the Secret Service with glasses, ear-radios and all. But everyone in the room

wants to feel secure and protected against riots, drunks, abusive language and behavior,....and here comes security.

- ✓ **MAINTENANCE.** Let's face it, casinos operate inside very sophisticated building, alive, hard and costly to maintain. A maintenance job is a 24/7 duty. Sometimes have to do their jobs during special time and holidays to avoid obstacles to patrons and gaming operations. Move around with tools and clearly identifiable uniforms', not looking at customers but at walls, floor, furniture, desks, lights, wires. Normal to see them in pairs or with technicians. We want to create vivid scenarios and fun places. Another world! Themes...and maintenance is vital to keep them going.
- ✓ **CLEANING.** Someone said something like 'Keep it fun, cheap (did I say valuable?) and clean'. Cleaning personnel go around with their 'also clearly identifiable uniforms' most of the time looking down to the floor. Hardly ever looking to make eye-contact with the customers (*Have they been told not to?*). But cleanliness is a necessary condition in the industry. From the gaming floor, to equipment to F&B facilities to rest rooms. Cleaning also deserves credits.
- ✓ **ACCOUNTANTS/AUDITORS.** I am not going to ruin it for you talking about us bean-counters, geeks, statisticians,.....lest leave it at that!! Just the name!! besides, this is getting too long like the movie credits.

How many times do operators and patrons use the services of these **unsung heroes**. How many times have we recognized their importance and value to a smooth operation?. Or are we too busy with Hold %, Coin in, Drop and Jackpots to remember the little people which help you get your job done.

And I guess they all have something in common: **they do not have client-contact and some people think they do not create 'tangible value'**. As a result, they have become tools or mobile assets (*note: I know one case who became a fix asset*). They have been taken for granted.



Next time you go around the floor or see them in elevators, stairways or hidden offices, why don't you call them by their name and say a simple 'good job' and maybe a pat on the back or a hand shake? It does not cost much to recognize their merits and helps them to thank what you think.



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Anibal Garcia, President and Founder, can be reached at agarcia@agl360cg.com or by phone at (809)545-4213 and (954) 640-8221.